A person in a red shirt and dark shorts stands on a rocky shore, looking up at a massive, cratered moon that fills the right side of the frame. The sky is dark and filled with stars, and the water reflects the moonlight. The scene is surreal and dreamlike.

Explore Minnesota Tourism September 2022 Travel Indicators

Data available as of October 24, 2022

Monthly Minnesota Travel Indicators & Other Industry Research & Data

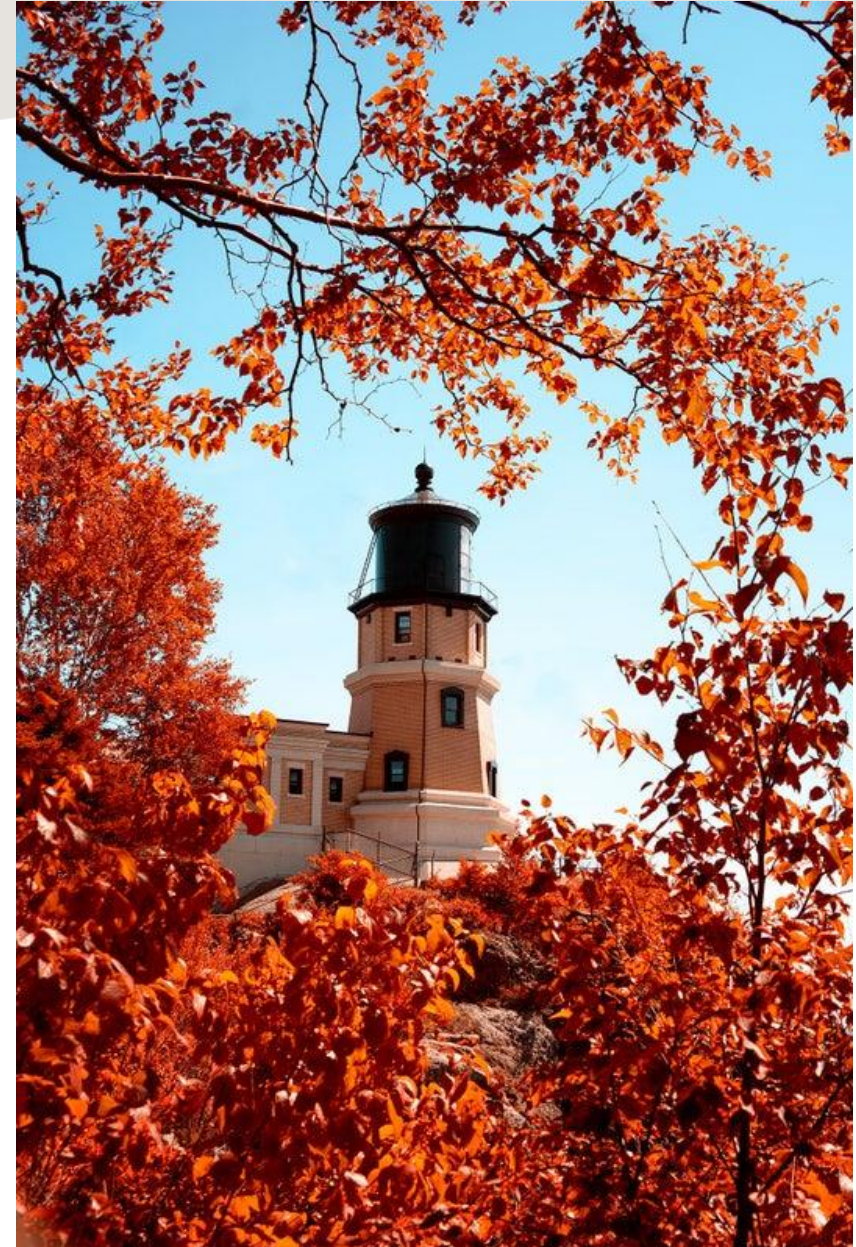
Explore Minnesota Tourism regularly reviews and analyzes national and state travel indicators to better understand tourism industry trends and health.

Key Minnesota travel indicators are shared on a monthly basis. DMOs and other industry partners are welcome to share this PPT.

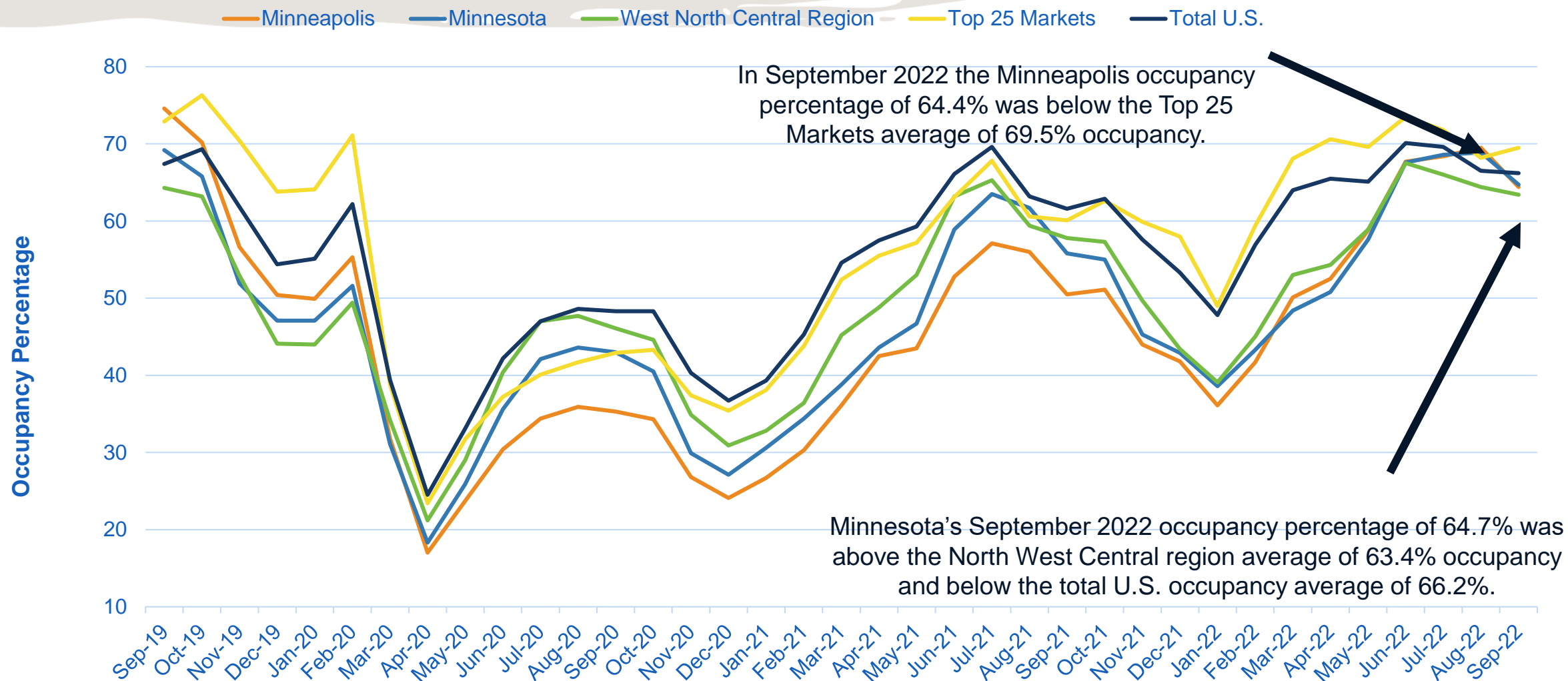
In addition to Monthly Travel Indicators, additional data and research is available on [EMT's industry website](#), including:

- [Minnesota Travel Research & Reports](#), including traveler and business conditions surveys
- [Accommodations & Attractions Research & Reports](#), including STR hotel and AirDNA short-term rental data and a resorts sales tax report
- Seasonal and year long [Traveler Profiles](#)
- Annual leisure & hospitality industry [economic impact](#) by county

Reach out to Gretchen.Nussbaum@state.mn.us with questions and suggestions.



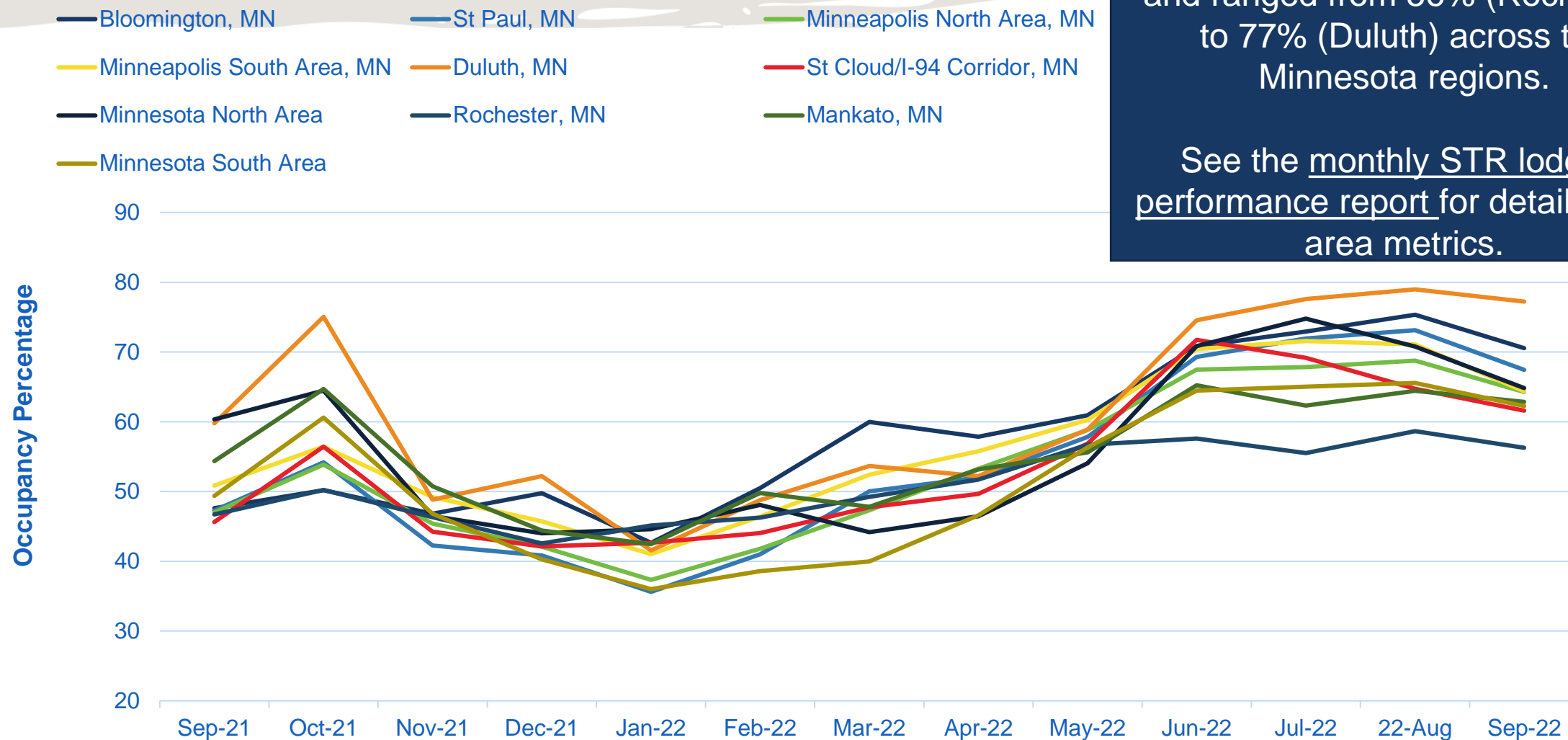
Minnesota & Minneapolis/St. Paul Metro Area Hotel Occupancy Percentage September 2019 - September 2022



Minnesota Areas Hotel Occupancy Percentage September 2021 - September 2022

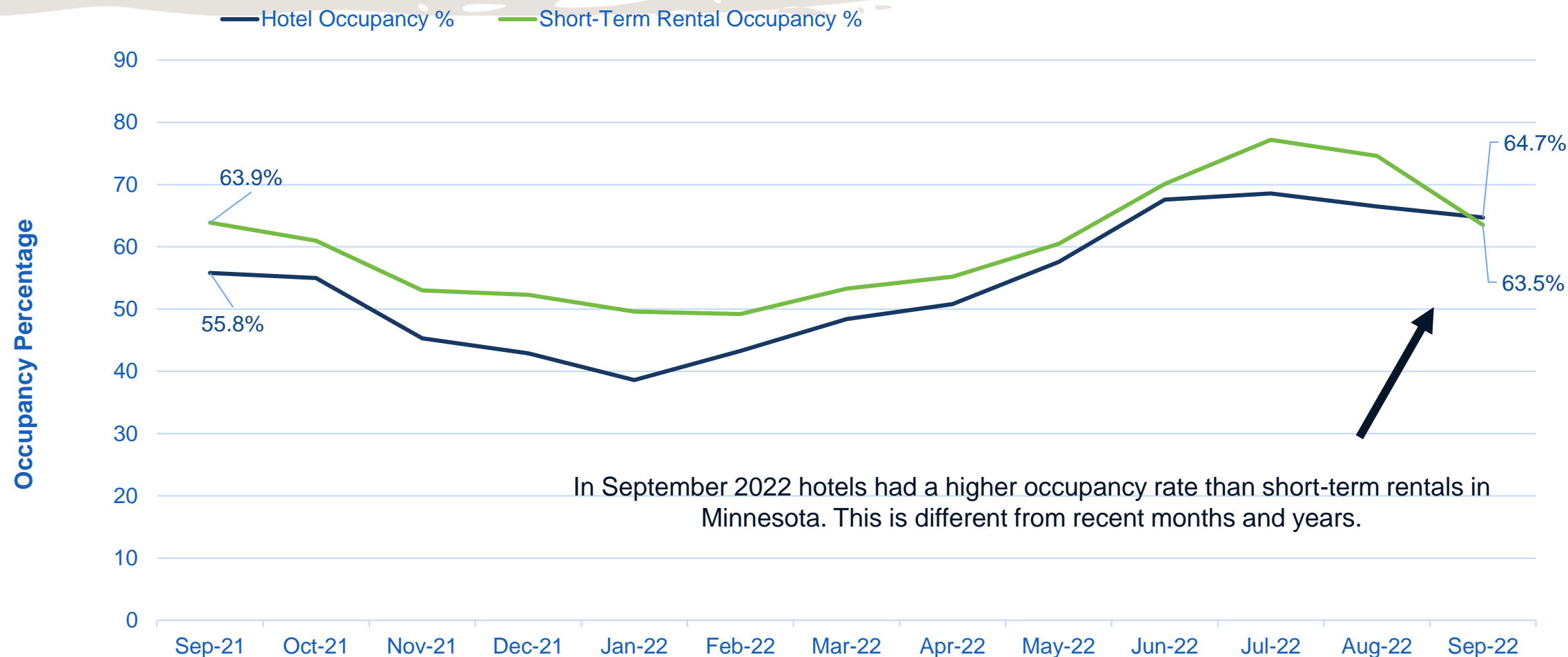
In September 2022 hotel occupancy percentages declined from August, and ranged from 56% (Rochester) to 77% (Duluth) across the Minnesota regions.

See the [monthly STR lodging performance report](#) for detailed MN area metrics.



Minnesota Short-Term Hotel & Rentals Occupancy Percentage

September 2021 - September 2022



Minnesota Short-Term Rentals Listings Available & Booked September 2021 - September 2022

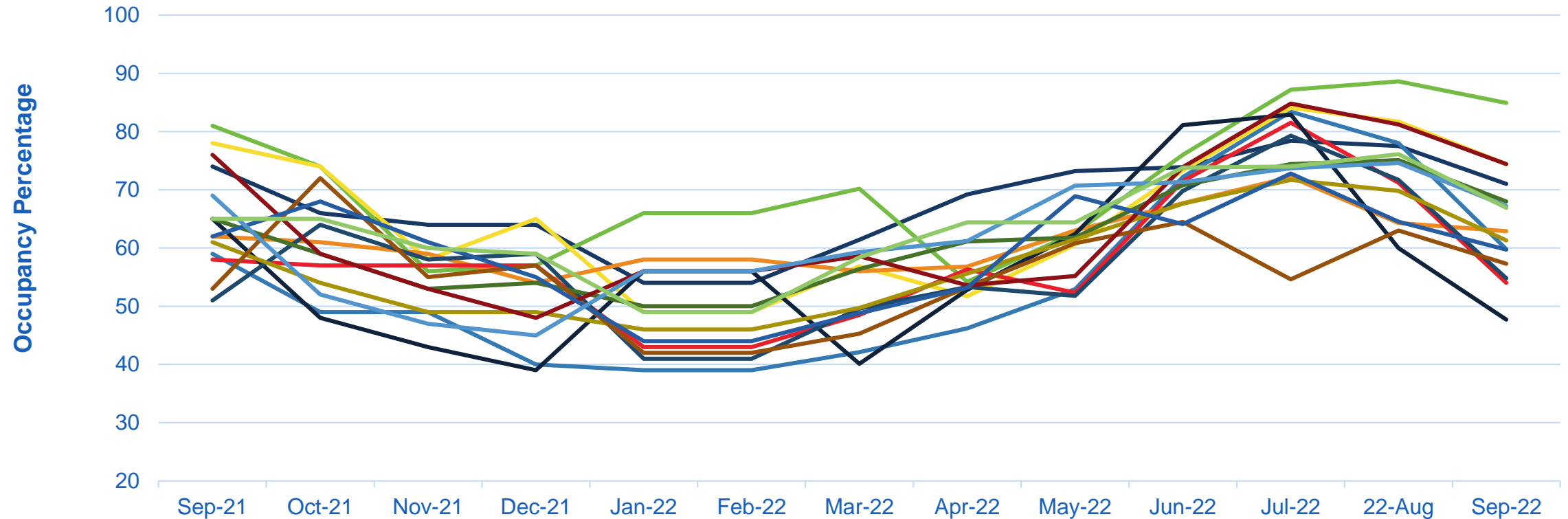


Minnesota Areas Short-Term Rental Occupancy Percentage September 2021 - September 2022

— Bloomington
 — Duluth
 — Mankato
 — Minneapolis North Area
 — Minnesota South
 — Brainerd and Baxter
 — Fargo and Moorhead
 — Milles Lacs Lake
 — Minneapolis South Area
 — Rochester
 — Cook County
 — I 94 Corridor
 — Minneapolis
 — Minnesota North
 — St Paul

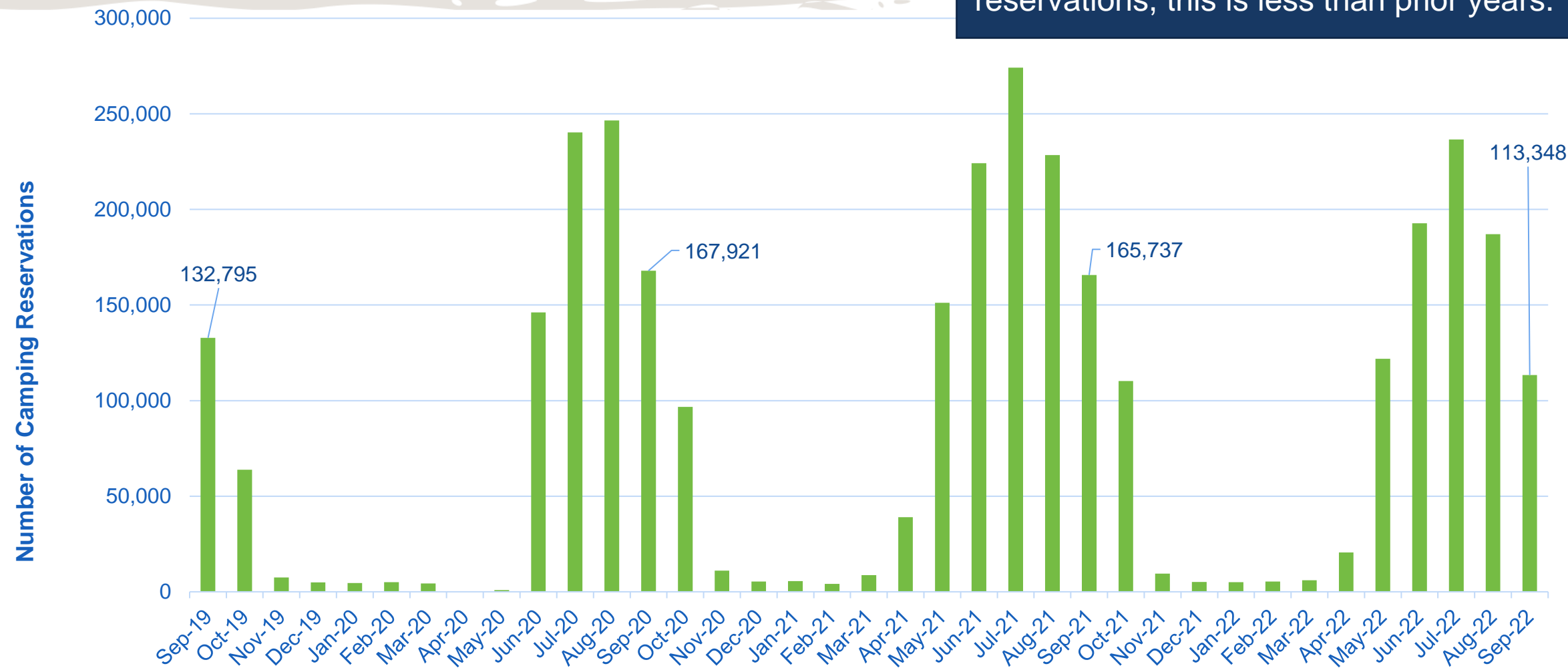
In September 2022 short-term rental occupancy percentage was 84.9% (Cook County) to 47.7% (Mankato) across the Minnesota regions.

See the [monthly AirDNA lodging performance report](#) for detailed MN area metrics.

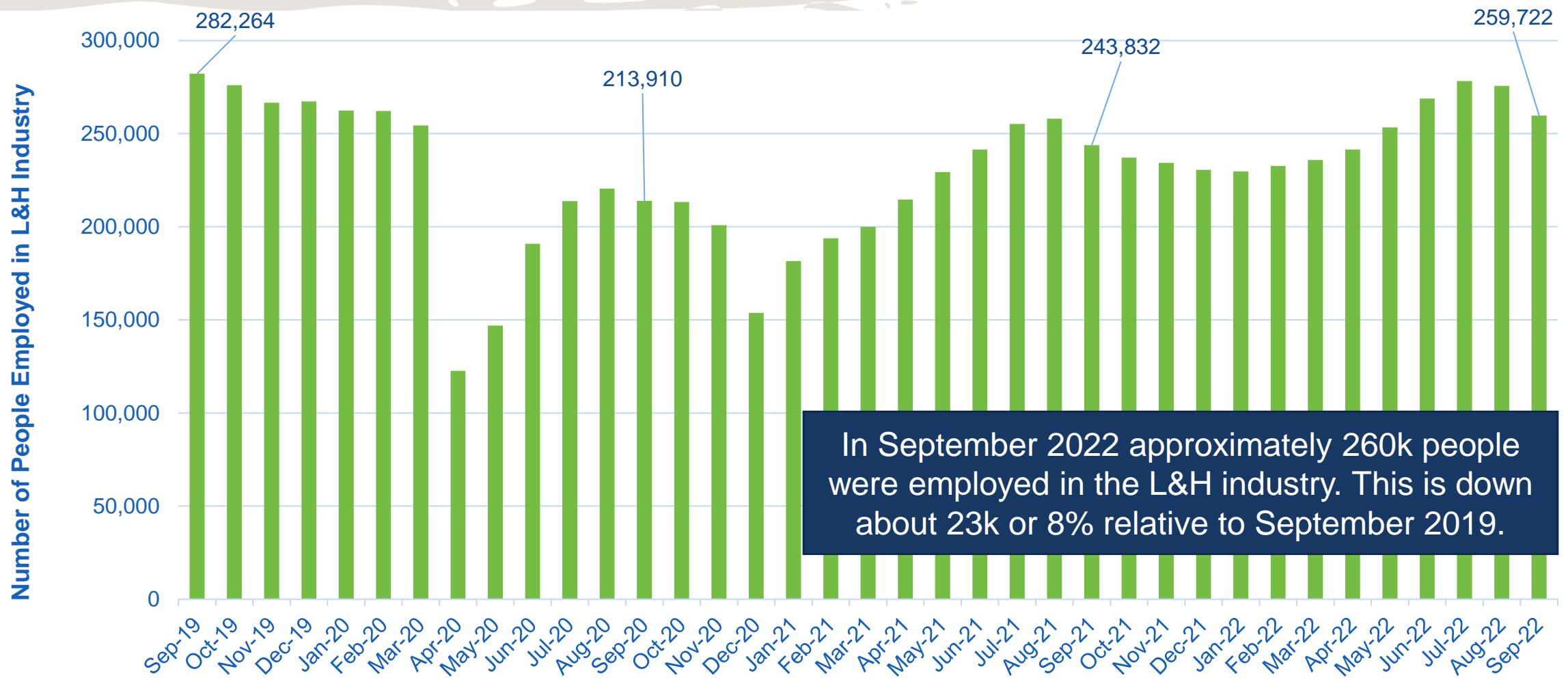


Minnesota State Parks Overnight Camping Trend
September 2019 - September 2022

In September 2022 there were approximately 113k overnight camping reservations, this is less than prior years.



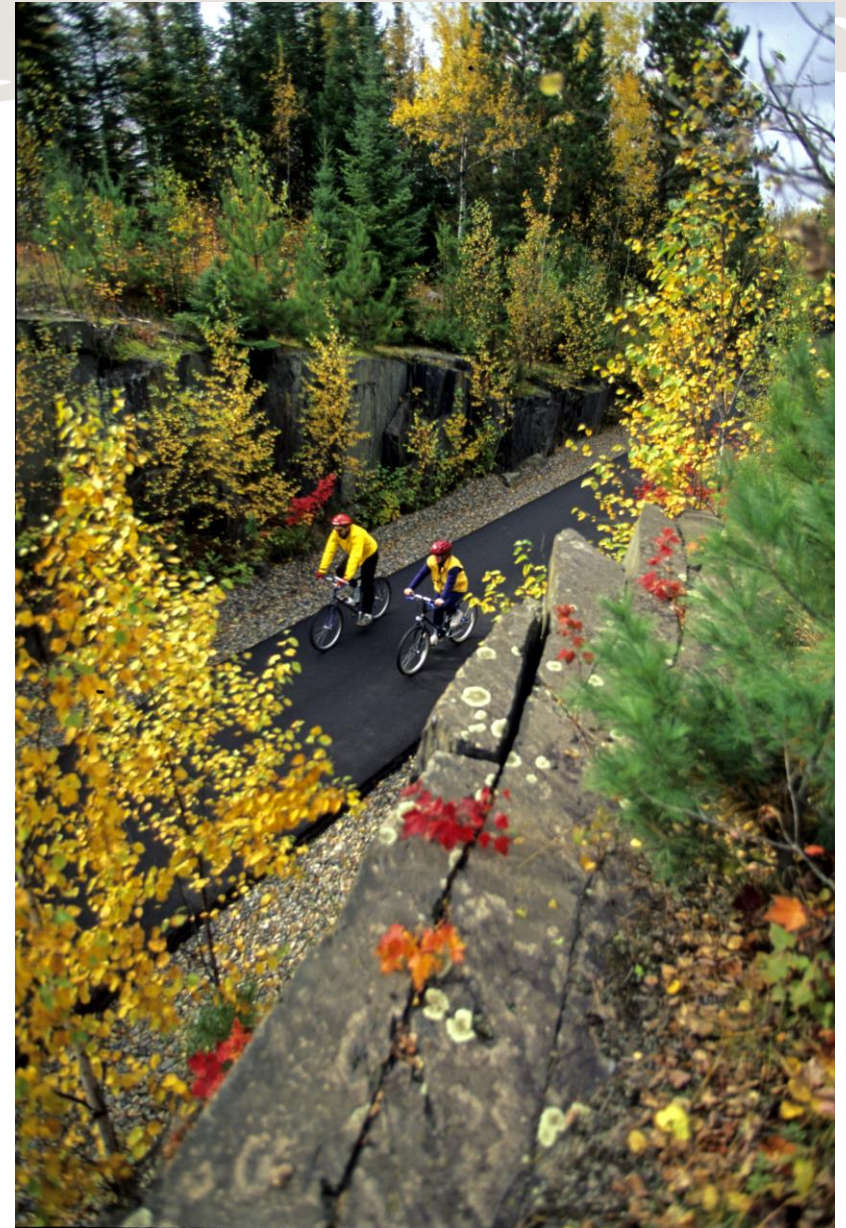
Minnesota Leisure & Hospitality Employment Trend September 2019 - September 2022



September 2022 Minnesota Travel Indicators Key Findings

Minnesota travel indicators show that industry growth continued in September 2022.

- Minnesota's September 2022 hotel occupancy percentage of 64.7% was above the North West Central region average of 63.4% occupancy and below the total U.S. occupancy of 66.2%.
- In September 2022 Minneapolis' hotel occupancy percentage of 64.4% was about 5% below the Top 25 Markets average of 69.5% occupancy. Last September Minneapolis was 10% below the Top 25 Markets' average occupancy percentage.
- In September 2022 short-term rental occupancy decreased to 63.5%, however, since September 2021 the number of listings available and booked and increased by 1,600 year-over-year.
- There were approximately 113k overnight State Park camping reservations in September 2022. This is less than September overnight reservations in recent years.
- Approximately 260k people employed in the L&H industry, which is up 16k or 6.5% over September 2021.



Glossary of Lodging Performance Terms

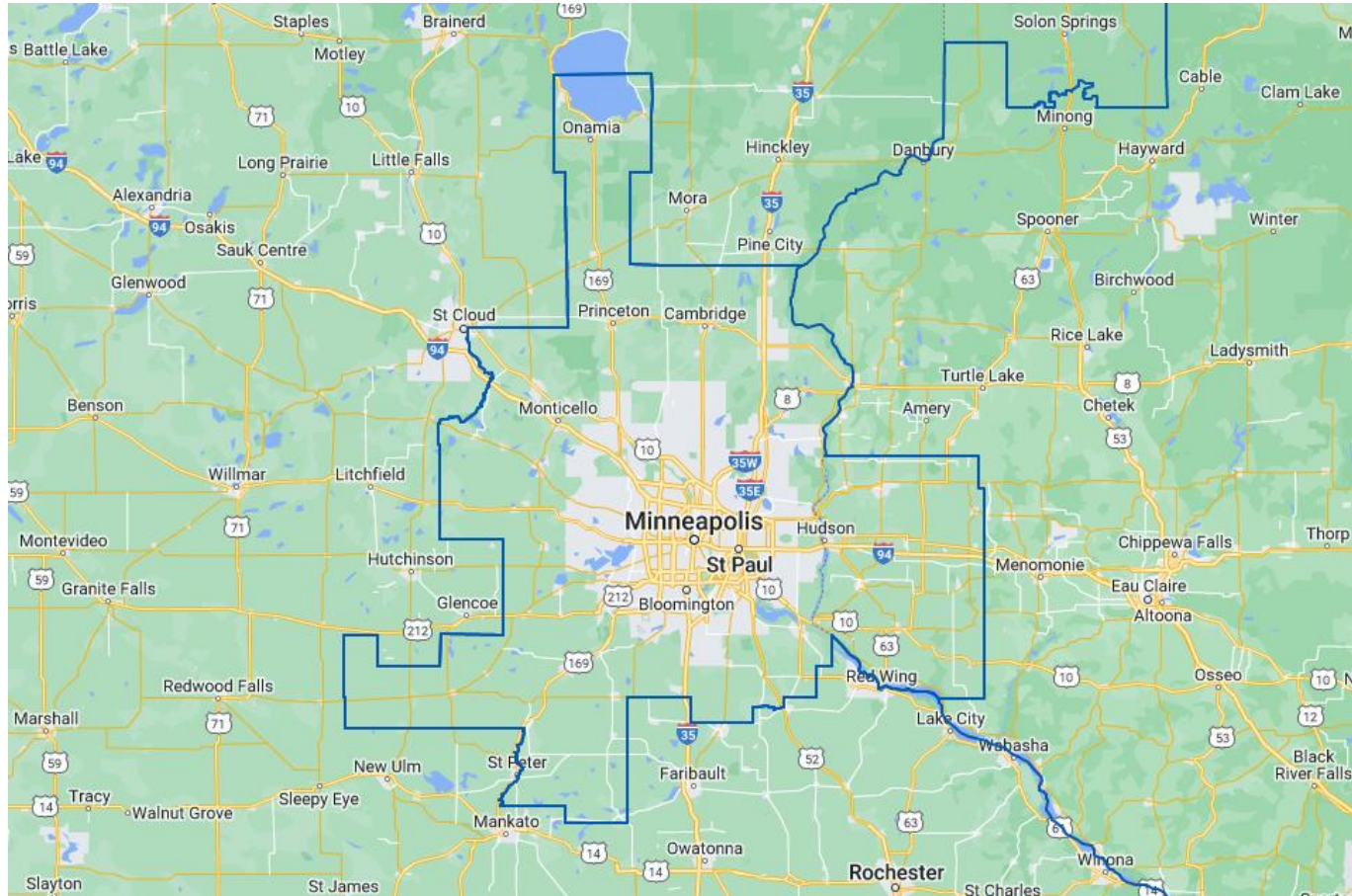
- **Occupancy Percentage** – Rooms sold divided by rooms available multiplied by 100. Occupancy is always expressed as a percentage of rooms occupied.
- **Listings Available** - Total number of listings whose calendars had at least one day classified as available or reserved during the reporting period.
- **Listings Booked** - Total number of listings that had at least one reservation during the reporting period.

Hotel and short-term rental data in graphs is provided under permission granted by AirDNA and STR, the data sources.



Lodging Performance Minneapolis Area Definition

Slide 3: In the Smith Travel Resource (STR) Top Markets report, Minneapolis is defined as the greater Minneapolis/St. Paul metro area as shown below and the North West Central region is defined as North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas and Missouri.



Lodging Performance Minnesota Areas Definition

Slide 4: In the Smith Travel Resource (STR) Minnesota Report, Minnesota areas and Minneapolis are defined as shown on the below maps. In slide 7 AirDNA regions are similar to STR MN regions with additional granularity.

